

ORDER



Orders
Order / Rev: 724054 - 1
Alt Order #: 06389055
Product Desc: LCV
Estimate: 2190
Flight Dates: 10/23/12 - 10/29/12
Original Date / Rev: 10/26/12 / 10/26/12
Order Type: Political

KPNX

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Waterfront Strategies/ POL
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave Ste 800
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: League of Conservative Voters
Demographic: A35+
Product Codes: IS-Candidate/US Senate
Priority: P-1
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	8	\$6,600.00	\$5,610.00
10/29/12	10/29/12	3	\$1,300.00	\$1,105.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	8	\$6,600.00	\$5,610.00	0.00
November 2012	3	\$1,300.00	\$1,105.00	0.00
Totals	11	\$7,900.00	\$6,715.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KPNX	10/23/12	10/29/12	M-F 10-11a Kelly	CM	10-11a	MTWTF--	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
LIVE WITH KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--			1			\$500.00		0.00			
2	KPNX	10/23/12	10/29/12	Tonight Show Tonight Show	CM	1035-1135p	MTWTF--	:30	2	\$1,400.00	P-1	0.00	NM	2	\$2,800.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--			2			\$1,400.00		0.00			
3	KPNX	10/23/12	10/29/12	Late Night Late Night w/Jimmy F	CM	1135p-1235a	MTWTF--	:30	2	\$500.00	P-1	0.00	NM	2	\$1,000.00
JIMMY FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--			2			\$500.00		0.00			
4	KPNX	10/23/12	10/29/12	M-F 1230-1p Millionaire (R)	CM	1230-1p	MTWTF--	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--			1			\$300.00		0.00			
5	KPNX	10/23/12	10/29/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	MTWTF--	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
12 NEWS @ NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			

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KPNX

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5	KPNX	10/23/12	10/29/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	MTWTF--	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
12 NEWS @ NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	MTWTF--	1		\$500.00		0.00						
6	KPNX	10/23/12	10/29/12	M-F 430-5a M-F 430-5a	CM	430-5a	MTWTF--	:30	1	\$50.00	P-1	0.00	NM	1	\$50.00
12 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	MTWTF--	1		\$50.00		0.00						
7	KPNX	10/23/12	10/29/12	M-F 5-530a 12 News Today	CM	5-530a	MTWTF--	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
12 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	MTWTF--	1		\$250.00		0.00						
8	KPNX	10/23/12	10/29/12	M-F 5-530p M-F 5-530p	CM	5-530p	MTWTF--	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
12 NEWS AT 5PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	MTWTF--	1		\$1,000.00		0.00						
9	KPNX	10/23/12	10/29/12	M-F 6-630p 12 News 6pm	CM	6-630p	MTWTF--	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
12 NEWS AT 6PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	MTWTF--	1		\$1,500.00		0.00						
*Tax 1 Note: Tax 0.5%.													Totals	11	\$7,900.00

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